

Product Listings – Images

Images are THE most important part of your product listing. Low quality images will affect your conversion rates.

Remember when I showed you my conversion rates of 26%? You should be aiming for at least 20%, so make sure your images are clear and your product can be seen properly. If you need to show different angles of your product, do so.

Here are the guidelines to follow:

Images should be at least **1000 pixels on the shortest side**. This is to allow for zoom.

The main image should have a **pure white background**

The product should **take up as much space as possible on the background** (especially for the main image)

Images should be clear and **not blurry or pixelated**

Add **as many images as you can** – minimum of 4

If possible **create one ‘infographic’**. Or have one created on [fiverr.com](https://www.fiverr.com) (for more on infographics see the later lecture)

Avoid 3D rendered images (computer generated graphics)

How to get images

Use images from your supplier’s page. If watermarked, ask for images without the watermark.

Use your phone or camera to take your own photos. There are many apps for Android and IOS that allow to take pretty good photos and edit them.

If you need images edited or enhanced, go to [fiverr.com](https://www.fiverr.com)

Another option is to have your product photos taken by a professional, but you will need to send him/her one of your items. See this gig here:

<https://www.fiverr.com/dcoulfal/produce-professional-photos-of-your-product>

For \$5 (at the time of creating this document) he will shoot 4 high quality photos of your product. Can’t get much better than that!